Yes... but who's listening?

In WHB's 96-county* world

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WHB is first in 432 of 432 quarter-hours
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Whether it be Metro Pulse, Nielsen, Trendex or Hooper... whether it be Area Nielsen or Pulse... WHB is the dominant first throughout... with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type.

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*Situated in Missouri, Kansas and Iowa

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